

IMPACT OF ATTRIBUTES OF TELEVISION ADVERTISEMENT ON CHILDREN'S BUYING BEHAVIOUR

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ABSTRACT

In today's world advertising has become an important part of business and society. It is one of the most important promotional tool as well as the most powerful communication medium. They are targeting young children because they play an important role in parents' purchase decision. The objective of the study is to determine the various attributes of television advertisements inducing children. The sampling method used for the study is simple random sampling because here each sample has an equal chance of being selected. Data was collected from the questionnaire filled by 375 children of age group 7 to 14 residing in Ernakulam district. The methods used for the analysis include percentage analysis, t-test, and correlation using SPSS 20. The findings of the study state that attributes of advertisement play an important role in children's purchase decision, product recognition and also it creates attention and generates awareness of the product. The study concludes that attributes of television advertisement have a great impact on children's buying behavior.

KEYWORDS: Advertisement, Children, Attributes of Advertisement, Product Recognition & Purchase Decision

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INTRODUCTION

Advertising is a means of communication with the users of a product or service. Today we can say advertising is a communication, marketing, public-relation, information and persuasion process, usually aimed at a particular segment of the population - the target audience, David A. Aaker, (1995). Television has long been the predominant medium that advertisers have chosen for marketing their products to children. Nowadays kids are spending time watching TV and they are constantly being bombarded with a variety of advertisement. TV has become a more effective socializing agent in comparison to peers and teachers due to children's extensive TV viewing (Huston-Stein and Wright, 1989). A large number of ads are aimed at children as they are the most impressionable group in any society. One of the strategies used by marketers is targeting the young as well as inexperienced customers; nevertheless, it's always based on the perception of best buyers. Marketers are obviously targeting young children and they are always habituated with all kind of advertisement which is being live and on through social media. As we all know in today's world young kids have a far greater influence on the parent buying decision than a few decades before. This influence has paved its way into today's generation as this generation kids are well informed and at most times better than their parents however, this is because virtually from birth, they are exposed to TV commercials, advertisement, logos and product promotions. The entrants are trying to influence children and students by adopting a variety of tactics. They try to influence the children directly through various promos and contests that provide with a lot of adventure. The attributes identified by interacting

with the children, that has strongly influenced the children were, 'celebrities', 'jingles' and 'cartoon/animation'. The celebrities were sports stars or film stars considered most favorite of the children and henceforth attracted to the product advertised by them. Jingles are the favorite tunes or songs, by repeatedly listening, makes the children fond of those products associated with these tunes. strongly influenced the children were, 'celebrities', 'jingles' and 'peer influence'. An animation is often used in advertisements that may have a certain appeal that is difficult to achieve with actors or mere product displays. Marketers of food products, confectionary items, are already using celebrities, jingles and cartoon characters in commercials designed for children. So, the study is conducted to find the impact of attributes of the television advertisement in children purchase decision and product choice.

NEED FOR THE STUDY

Nowadays kids are spending time watching TV and they are constantly being bombarded with a large variety of advertisements. Many of these advertisements are endorsed by the celebrities, music/jingles, and animation which influence the buying behavior of children. The need for the study is to find out the impact of attributes of television advertisement on purchase decision and buying behavior of children.

MAIN OBJECTIVES OF THE STUDY

The main objectives of the study are as follows:

- To study the various attributes of television advertisements inducing children.
- To ascertain children awareness of advertisements endorsed by cartoon characters, celebrities and music/jingles.
- To examine the impact of the cartoon character, music/jingles and celebrity endorsed advertisements on the buying behavior of children
- To analyze children recognition of brands associated/endorsed by cartoon characters, celebrities and music/jingles.

REVIEW OF LITERATURE

Wen-Shin Huang, Tsuifang Hsieh & Han-Shen Chen (2011) studied on advertisement effectiveness of animated spokes-characters. According to the empirical results, advertisements endorsed by animated spokes-characters enhance brand impression, improving advertisement communication effects; however, purchase intention is not guaranteed. The results of the paper highlight that manufacturers can employ animated characters to attract attention, but the product and brand appeals must also be involved to enhance consumers' product, brand attitudes, and purchase intentions. Bimal Anjum, Sukhwinder Kaur Dhanda, & Sumeet Nagra (2012) conducted a study on the impact of celebrity-endorsed advertisements on consumers. The sample size of the respondents has taken 60, the overall findings of the study reveal that celebrity endorsers have used by the companies for brand equity. It has also shown that consumer thinks that celebrityendorsed advertisement are reliable and they have the knowledge. They are able to recall and retention of the product. Pughazhendi. A et al. (2012) studied the effectiveness of celebrity-endorsed confectionery products on children. After the research, it was found as far as confectionary products are concerned children sometimes insist their parents purchase those products for them and also children are influenced more by television advertisements and celebrity than by the other medium of advertising. Mwendwa Mildred Zipporah & Hellen K. Mberia (2014) studied the effects of celebrity

endorsement in advertisements. The study concluded that celebrities are good at generating attention, recall and positive attitudes towards advertising provided that they are supporting a good idea and there is an explicit fit between them and the brand. However, celebrity endorsement in advertisement has the negative impact on the audience ranging from the morals, norms, and behaviors in the society. Saraswathiamma K P & Ajay Jose (2014) conducted a study on the effectiveness of cartoon characters in creating brand preferences among kids. Cartoon characters associated with brands have a great influence in making the brand attractive to kids. Brand promotion strategies involving prominent cartoon characters can create wonders for brands. Sri Sailesh. V (2015) conducted a study on the impact of music on advertisements and brand preference. The study results in creating better advertisements which customers can easily relate to. However, relatively little is known when the advertisements carry out the favorite song and so its effect. Uttera Chaudhary & Ankita Asthana (2015) conducted a study on the impact of celebrity endorsements on consumer brand loyalty. From the study, it becomes clear that the use of celebrities to endorse a marketing offer are perceived to enhance the awareness, responsiveness and brand image of products and creates a connection which forces a consumer to patronize a product.

RESEARCH METHODOLOGY

Research design selected for the study is Descriptive, and the research has been done at Ernakulam District. Descriptive research design has been used for this study involving a structured design and predetermined objectives & hypotheses.

Census of India considers children to be any person below the age of 14 as do most government programmes. The age group selected for the study is 7 to 14. Children below 7 years of age are not selected for the study because most of them will not join school by this age and also it is difficult for them to understand and interpret the questionnaire. A questionnaire consisting of questions related to demographic profile and attributes of an advertisement designed in a Likert scale format.

The sampling method used for the study is simple random sampling because here each sample has an equal chance of being selected. Primary data in the study is collected by filling up structured, questionnaires from children. A well-structured questionnaire has been randomly administered to 375 children (7 to 14 Years of Age) residing in Ernakulam District and the secondary data is collected from research articles, journals, reports, newspapers, and website.

DATA ANALYSIS AND INTERPRETATION

Descriptive Statistics

In descriptive statistics, Percentage analysis has been carried out: The demographic variables such as age, gender, and attributes of advertisement has been analyzed with the help of percentage analysis.

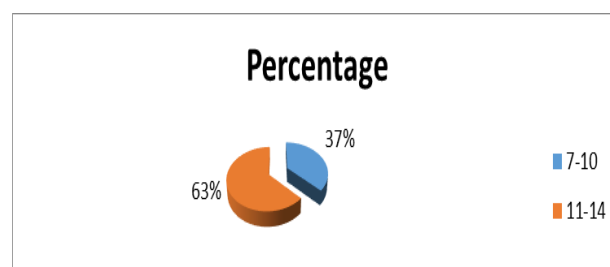


Figure 1: Percentage Analysis on Age of Children

From the above figure 1, it is seen that 37% of the children are in the age group of 7 to 10 years and 63% of the children are in the age group of 11 to 14 years.

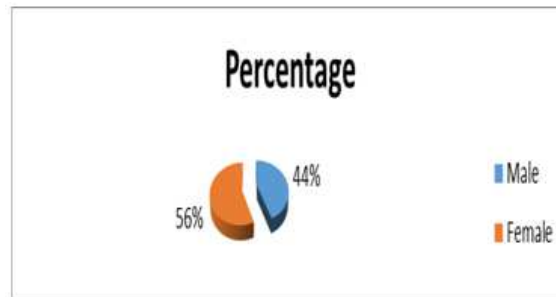


Figure 2: Percentage Analysis on Gender of Children

From the above figure 2, it is found that 44% of the children were Male and 56 % of the children were Female.

Table 1: Percentage Analysis on Various Attributes of Television Advertisement

Statements	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total
Personalities or Celebrities						
A product is more noticeable when a famous person admits to use it	77 (21%)	141 (38%)	83 (22%)	52 (14%)	22 (6%)	375 (100%)
Advertisement featuring a celebrity creates attention and generates awareness of the product	95 (25%)	143 (38%)	89 (24%)	30 (8%)	18 (5%)	375 (100%)
Celebrity appearing to be sincere lend believability to a product	93 (25%)	102 (27%)	100 (27%)	60 (16%)	20 (5%)	375 (100%)
Advertisement featuring celebrities can ensure product recognition	65 (17%)	106 (28%)	119 (32%)	65 (17%)	20 (5%)	375 (100%)
Celebrity endorsement increases your desire for a product	72 (19%)	94 (25%)	85 (23%)	73 (20%)	51 (14%)	375 (100%)
Famous personalities advocate good products	105 (28%)	96 (26%)	73 (20%)	61 (16%)	40 (11%)	375 (100%)
Music/Jingles						
Music/Jingles catches your attention	161 (43%)	131 (35%)	45 (12%)	20 (5%)	18 (5%)	375 (100%)
A good Jingle/Music recalls the product visualization	106 (28%)	142 (38%)	85 (23%)	25 (7%)	17 (5%)	375 (100%)
Music/Jingles makes an advertisement more attractive	149 (40%)	107 (29%)	65 (17%)	28 (8%)	26 (7%)	375 (100%)
Music/Jingle influences the intention to buy the product	69 (18%)	98 (26%)	103 (28%)	61 (16%)	44 (12%)	375 (100%)
Animation/Cartoon Character						
Cartoon characters help in product recognition and product liking	122 (33%)	144 (30%)	69 (18%)	46 (12%)	24 (7%)	375 (100%)
Animated advertisements attract your attention	109 (29%)	139 (37%)	66 (18%)	42 (11%)	19 (5%)	375 (100%)
Cartoon characters influences the intention to buy the product	77 (21%)	79 (21%)	103 (28%)	77 (21%)	39 (10%)	375 (100%)
You trust the product endorsed by your favorite cartoon character	92 (25%)	59 (16%)	53 (14%)	70 (19%)	101 (27%)	375 (100%)

Table 1 above, explains various attributes of the television advertisement that arouses interest and curiosity among the children in viewing the television advertisements. It is observed that 66% of children recall a product because of a good

Jingle/Music. Further, we can infer that attention towards a product is created maximum by a Music/Jingle at 78% followed by Animation/Cartoon Character at 66% and the least by Personalities or Celebrities at 63%. It may also be noted that the intention to buy a product is influenced by good Jingles/ Music and Personalities/Celebrities at the highest percentage of 44% and is closely followed by advertisements with Cartoon Characters/Animations at 42%.

Cronbach's Alpha Reliability Analysis

Table 2: Reliability Analysis

Variables	Cronbach's Alpha	No: of Items
Celebrity/Personalities	.724	6
Music/Jingles	.717	4
Cartoon Characters/Animation	.710	4

Table 2 shows the results of reliability analysis. To ensure the reliability of the measurement scales, Cronbach's alpha was used in the calculation. Whereby a higher value of above 0.70 indicated that the variables were reliable while the values above 0.9 are regarded as most reliable but anything below 0.70 was regarded inconsistent with the reliability scales as according to Nunnally (2003) who suggested that in order for a scale to be reliable, the Cronbach's alpha value should be above 0.70. Since the values are above .7 in the study the variables measures are deemed reliable.

Inferential Statistics

The following inferential statistics tests were carried out for further analysis.

Pearson's Correlation Analysis

Pearson's correlation test was carried out to test the correlation between the various attributes of advertisement.

t- Test

This test was conducted to study the association between a) Children's age and attributes of advertisements b) Children's gender and attributes of advertisements. In both cases, a hypothesis was formulated and tested at 5% significance level.

Pearson's Correlation Analysis

Pearson correlation coefficient was adopted to study the significant relationship between the various attributes of advertisement. Accordingly, the hypothesis was formulated and tested.

Hypothesis

H0: There is no correlation between various attributes of the advertisement

H1: There is a correlation between various attributes of the advertisement

Table 3: Pearson's Correlation Coefficient between Research Variables

		CELEBRITY	MUSIC	ANIMATION
CELEBRITY	Pearson Correlation	1	.448**	.425**
	Sig. (2-tailed)		.000	.000
	N	375	375	375
MUSIC	Pearson Correlation	.448**	1	.400**
	Sig. (2-tailed)	.000		.000

	N	375	375	375
ANIMATION	Pearson Correlation	.425**	.400**	1
	Sig. (2-tailed)	.000	.000	
	N	375	375	375

***. Correlation is significant at the 0.01 level (2-tailed)*

Table 3 above shows that the correlations are low, in which the values are not higher than 0.8 as proposed by Bagozzi (1994). This indicates that the attributes of advertisement are distinct from one another and deemed as an acceptable level of discrimination.

t- test

The independent t-test was applied to compare the means between two unrelated groups on the same continuous, dependent variable. The SPSS t-test procedure allows the testing of equality of variances and the t-value for both equal- and unequal-variance. This test was conducted to study the association between

- Children's age and attributes of advertisements
- Children's gender and attributes of advertisements

In both cases, a hypothesis was formulated and tested at 5% significance level.

Children's Age and Attributes of Advertisement

The following hypotheses were formulated to test the association between children's age and products preference

H0: There is no significant relationship between children's age and attributes of advertisements

H1: There is a significant relationship between children's age and attributes of advertisements

Table 4: t test for Testing of Association between Children's Age and Attributes of the Advertisement

Independent Sample Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
							Mean	Std. Error	95% Confidence Interval of the Difference	
		F	Sig.	T	df	Sig. (2-tailed)	Difference	Difference	Lower	Upper
CELEBRITY	Equal variances assumed	.943	.332	.613	373	.540	.04099	.86685	-.09046	.17244
	Equal variances not assumed			.603	274.759	.547	.04099	.06797	-.09281	.17479
MUSIC	Equal variances assumed	1.860	.173	-.371	373	.711	-.02920	.07871	-.18397	.12558
	Equal variances not assumed			-.365	274.333	.716	-.02920	.08007	-.18682	.12843
ANIMATION	Equal variances assumed	4.287	.039	3.149	373	.002	.29810	.09467	.11193	.48426
	Equal variances not assumed			3.254	319.323	.001	.29810	.09160	.11788	.47831

From the above table 4, sig (2-tailed) value for celebrity is .540, sig (2-tailed) value for music is .711 and sig (2-tailed) value for animation is .001. Since the sig (2-tailed) value is greater than α ie; 5%, for celebrity and music the null hypothesis is accepted in these two cases. It means there exist no significant relation between

- Children's age and celebrity
- Children's age and music

In case of animation the sig (2-tailed) value is less than α ie; 5%, a null hypothesis is rejected in this case.

It means there exist a significant relation between children's age and animation.

Children's Gender and Attributes of Advertisements

The following hypotheses were formulated to test the association between children's gender and attributes of advertisement.

H0: There is no significant relationship between children's gender and attributes of advertisements

H1: There is a significant relationship between children's gender attributes of advertisements

Table 5: t test for Testing of Association between Children's Gender and Attributes of Advertisement

Independent Sample Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
							Mean	Std. Error	95% Confidence Interval of the Difference	
		F	Sig.	T	df	Sig. (2-tailed)	Difference	Difference	Lower	Upper
CELEBRITY	Equal variances assumed	.596	.441	2.290	373	.023	.14807	.06467	.02091	.27523
	Equal variances not assumed			2.255	327.843	.025	.14807	.06565	.01891	.27723
MUSIC	Equal variances assumed	3.260	.072	1.781	373	.076	.13596	.07633	-.01413	.28605
	Equal variances not assumed			1.740	313.694	.083	.13596	.07815	-.01780	.28972
ANIMATION	Equal variances assumed	4.003	.046	1.220	373	.223	.11372	.09321	-.06957	.29700
	Equal variances not assumed			1.203	330.014	.230	.11372	.09451	-.07220	.29963

From the above table 5 sig(2-tailed) value for celebrity is .023, sig (2-tailed) value for music is .076 and sig (2-tailed) value for animation is .223. Since the sig(2-tailed) value is greater than α ie; 5%, for music and animation the null hypothesis is accepted in these two cases. It means there exists no significant relationship between

- Children's gender and music
- Children's gender and animation

In case of celebrity the sig (2-tailed) value is less than α ie; 5%, a null hypothesis is rejected in this case. It means there exist a significant relationship between children's gender and celebrity.

RESULTS AND DISCUSSIONS

Descriptive Statistics

The profile study of respondents revealed that the majority (56%) of children are females. It is also found that the majority (63%) of the children are in the age group 11-14. It is also observed that 66% of children recall a product because of a good Jingle/Music. Further, we can infer that attention towards a product is created maximum by a Music/Jingle at 78% followed by Animation/Cartoon Character at 66% and the least by Personalities or Celebrities at 63%. It may also be noted that the intention to buy a product is influenced by good Jingles/ Music and Personalities/Celebrities at the highest percentage of 44% and is closely followed by advertisements with Cartoon Characters/Animations at 42%.

Inferential Statistics

Research study shows that correlations are low, in the attributes where the values are not higher than 0.8 as proposed by Bagozzi (1994). This indicates that the attributes of advertisement are distinct from one another and deemed as an acceptable level of discrimination. Also from the above data we can infer that there exists no significant relationship

between children's age and celebrity, (where sig (2-tailed) value for celebrity is .540), children's age and music (where sig (2-tailed) value for music is .711) however the data analysis clearly show that there exists a significant relationship between children's age and animation (where sig (2-tailed) value for animation is .001). Further to the above there exists no significant relationship between children's gender and music, (where sig (2-tailed) value for music is .076), children's age and animation (where sig (2-tailed) value for animation is .223) but the data show that there exists a significant relationship between children's gender and celebrity (where sig (2-tailed) value for celebrity is .023).

CONCLUSIONS

From the study, it is clear that attributes of TV advertisement have a huge impact on children's buying behavior/preferences. The findings of the research also reveal that liking of various attributes of advertisement like celebrities, music/jingles, and animated spokes character has a significant effect on product and brand character recognition. It helps to attract the children and make them remember the advertising message better. Brand promotion strategies involving prominent cartoon characters, music/jingles and celebrities can create wonders for brands. But these campaigns should have moral behind it and must have some boundaries. There should be a moral alongside entertainment so that the long-term sustainability of the brand can be ensured.

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